SALEM GREEN ZONES

January 15, 1998

Objective

Maximize Salem's total proposition opportunity among the 21-29 year old menthol smoker target within a concentrated area in order to demonstrate viability of the test market concept as quickly as possible.

Business Goal

+1% SOM in identified retail outlets by March 1998

Green Zone "Effect"

- Acceleration of test market results
- Street credibility through lifestyle relevance
- Maximum trial of the product
- Maximum awareness of the proposition: brand image/personality and product benefits

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Source: https://www.industrydocuments.ucsf.edu/docs/rxkn0000

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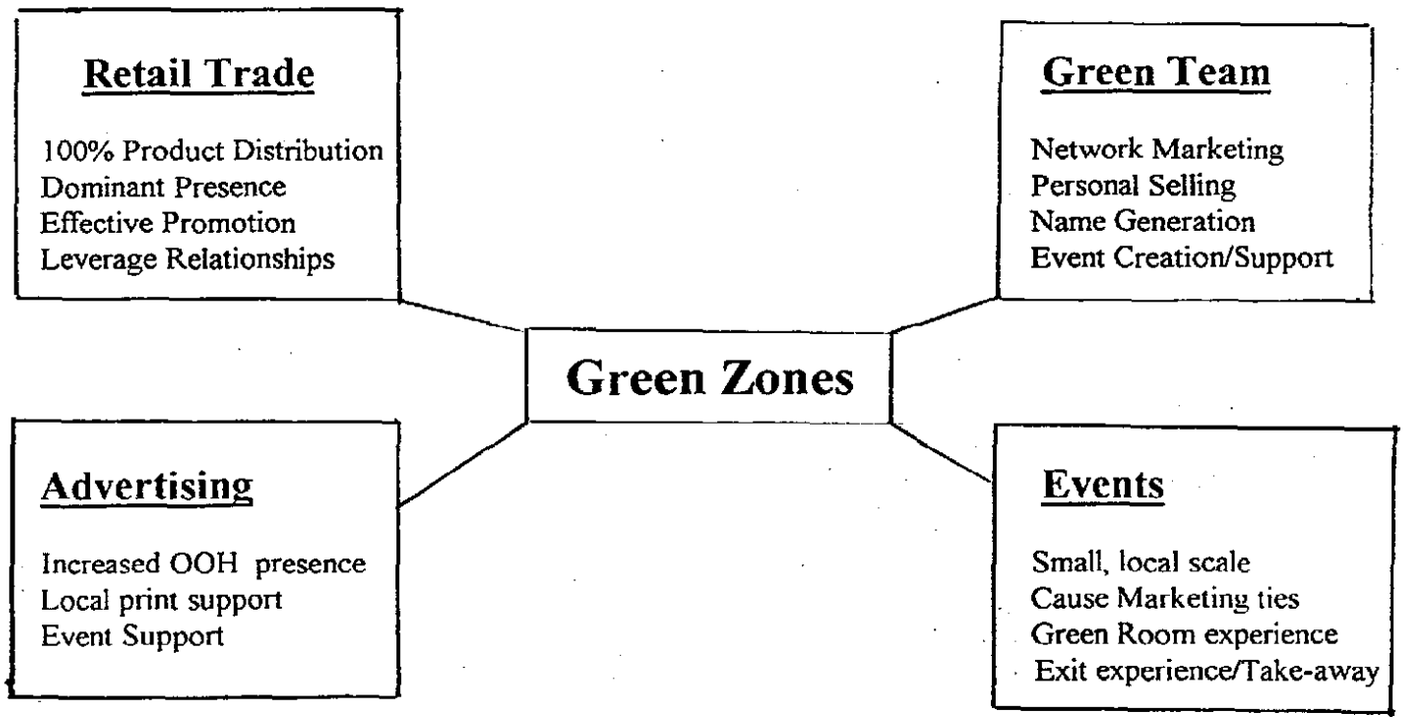
Strategies



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